helfie.ai

"Take a selfie, stay healthy"

AI Powered Health

Business Overview

September 2023

People just don’t go to the doctor for preventative health.

Human behaviour and structural barriers in traditional healthcare make preventative health impossible.

Developed Markets

People *just don’t go* to the doctor for preventative health checks.

Because they’re time consuming, costly, inconvenient & unless people are in pain, they avoid seeing a doctor.

Emerging Markets

There is *no* doctor to see for any kind of health check.

3.5 billion people don’t have access to any kind of healthcare. It may be generations before (traditional) healthcare reaches these populations, if ever.

Healthcare doesn’t scale

If everyone wanted a health check, the system could not cope.

Traditional healthcare can’t scale. Added a supply crunch in doctors, pathologist, healthcare costs will increase and access decrease.

The personal, social and economic consequences of this inaction are profound.

Unnecessary pain, suffering and death, extraordinary economic cost… and with no definitive solution in sight.

People die, unnecessarily

7/10 deaths are the result of a preventable condition.

"If only…"

It's costly

$3 of the $4 trillion spent on health in the US is to treat preventable conditions.

Unsustainable

It's inaccessible

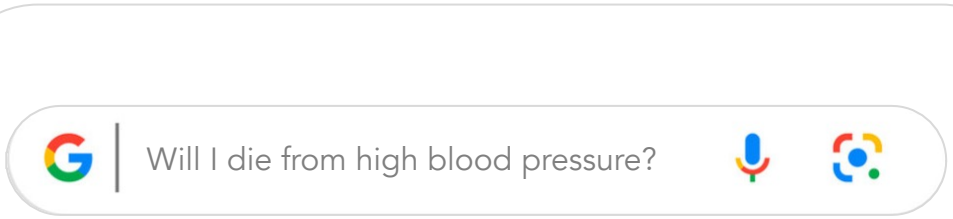
Traditional healthcare can't scale - not built for population wide preventative care.

Industry Structure

But..

People care deeply about their health.

So they find different ways to find the information they covet about their health and wellbeing.



700,000 times a minute, 1 billion times a day, people ask about their health.

There's a mismatch between what people want, need and how healthcare is accessed, delivered.

People don't (or can't) see a doctor.

Even if they wanted, the system couldn't see everyone.

X

Inefficient

Yet, they care deeply for their health.

But, Googling raises more questions, and concerns than answers.

X

Inappropriate

Current State

Technology allows us to eliminate market inefficiencies and better meet consumer needs.

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Easy, Fast, Accurate, Accessible.

Connected to information and (relevant) care as required.

Solution

Helfie State

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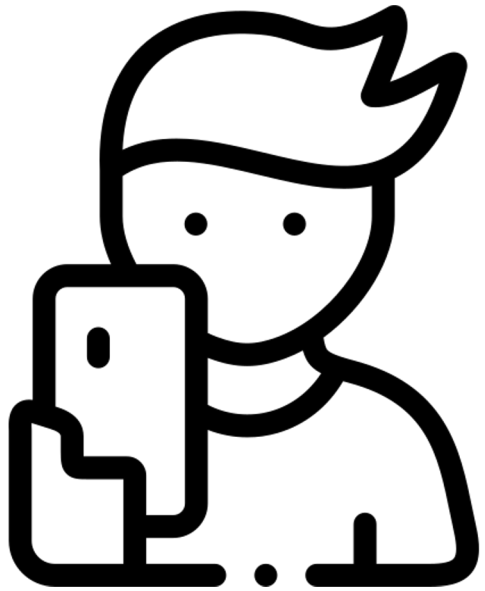
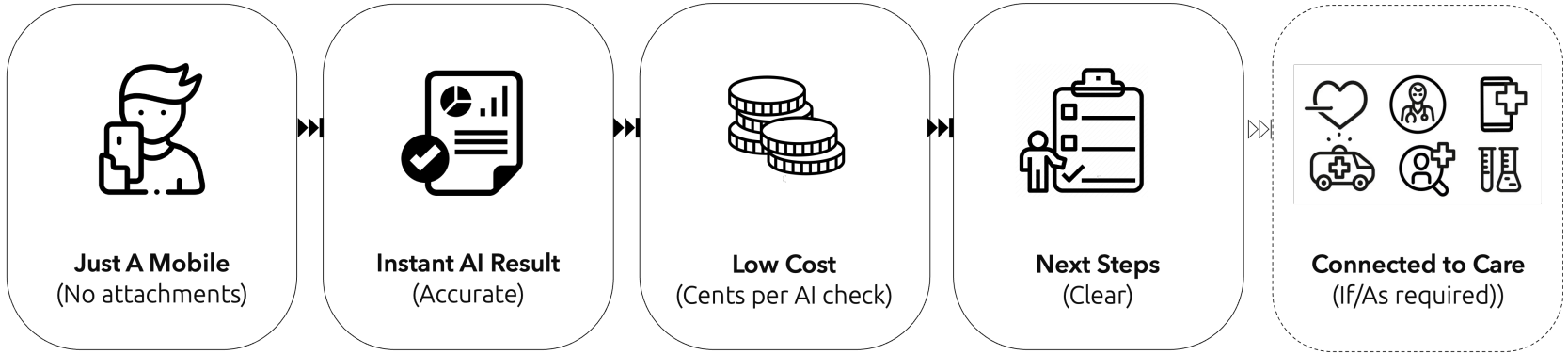
The Solution.



Make it *easy* to check health conditions
Make it *scalable and low cost*, so anyone, anywhere, can check anytime.
Make it *available* so traditional healthcare can benefit.

Convenience: Helfie AI makes preventative health checks as easy as pointing a mobile device at a health concern.



Universally accessible

Real time, Reliable

Affordable, Repeatable

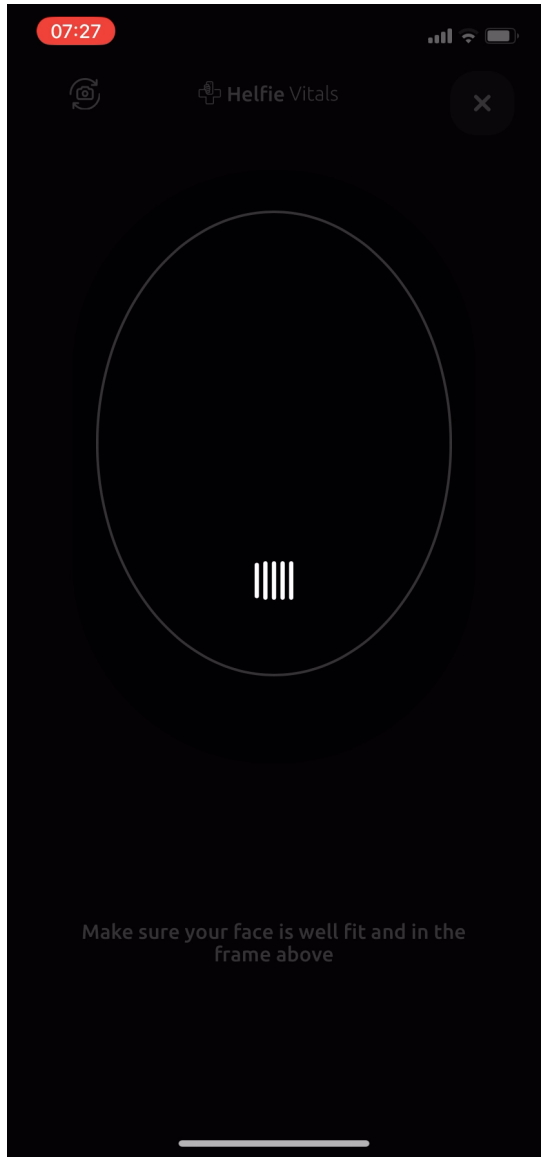
Instructive, Insightful

Qualified Precise

Hyper-convenience and low cost unlocks access and participation in preventative health.

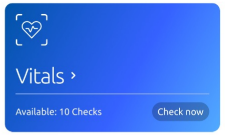
Helfie's AI technologies make it possible for anyone to accurately check important health conditions directly from a mobile device.

Easy, super-convenient, instant & low cost health checks.



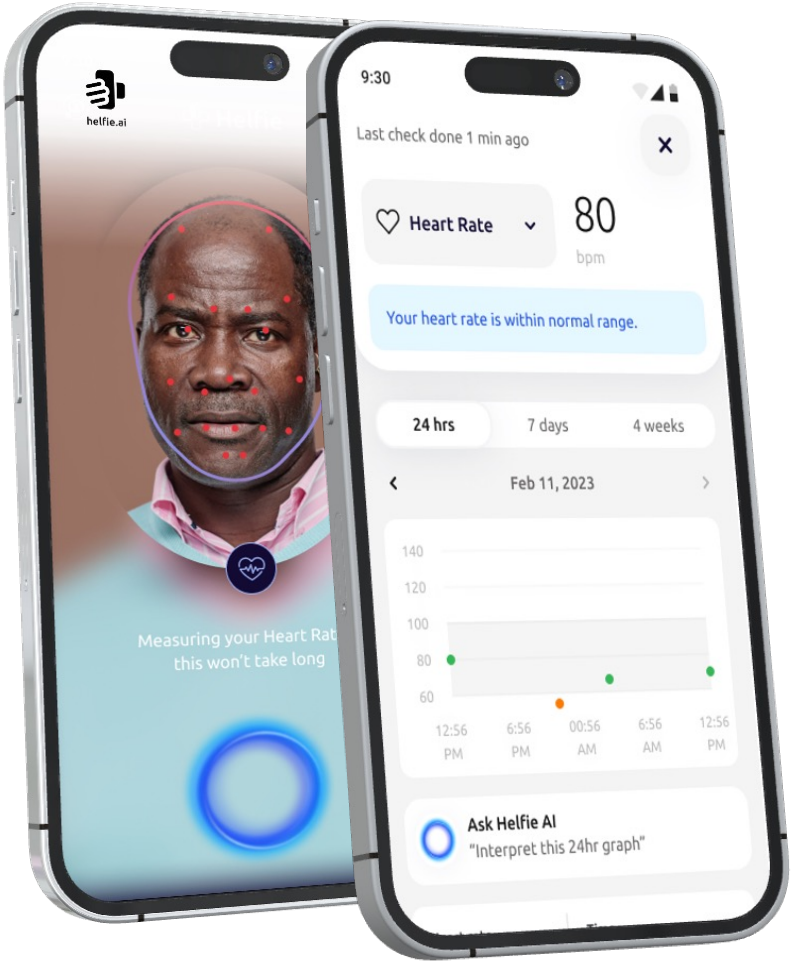
All your vital signs checked in one scan.

Scan your face & check all your vital signs, in seconds.



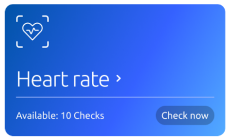
Blood Pressure | Blood Oxygen | Stress Levels | Heart Rate | Heart Rate Variability - HRV

Cost: x20 Helfie AI Vitals Checks – USD 20, AUD 25, EUR 15, GBP 15, Africa (85% subsidy), Helfie Tokens. Enterprise & Government pricing - POA



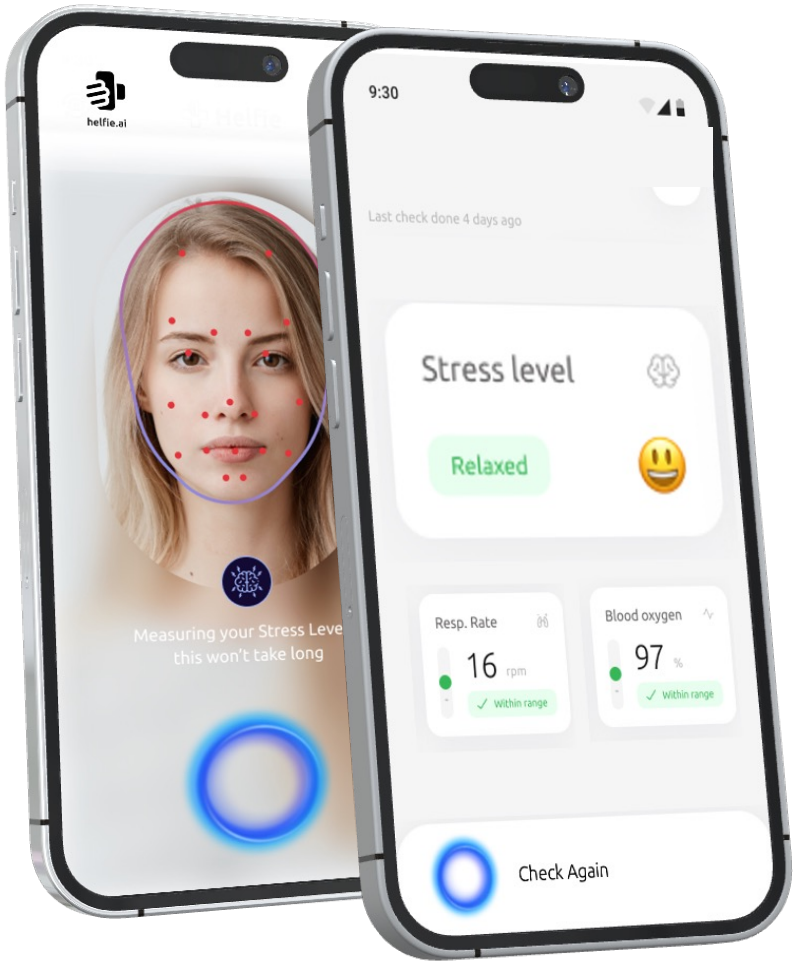
Heart Rate. Scan & know.

Regularly checking and assessing your heart rate has never been quicker, easier or more affordable.



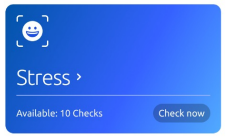
Easy:	Just scan your face using your mobile
Instant:	AI result for Heart Rate in 30 seconds
AI Accuracy:	+ / - 2 bpm
Cost:	x15 Helfie AI Heart Rate Readings – USD 10, AUD 15, GBP 10, EUR 10, Africa (85% subsidy), Helfie Tokens. Enterprise & Government pricing - POA

Health Stat: Cardiovascular disease the the leading cause of deaths worldwide.



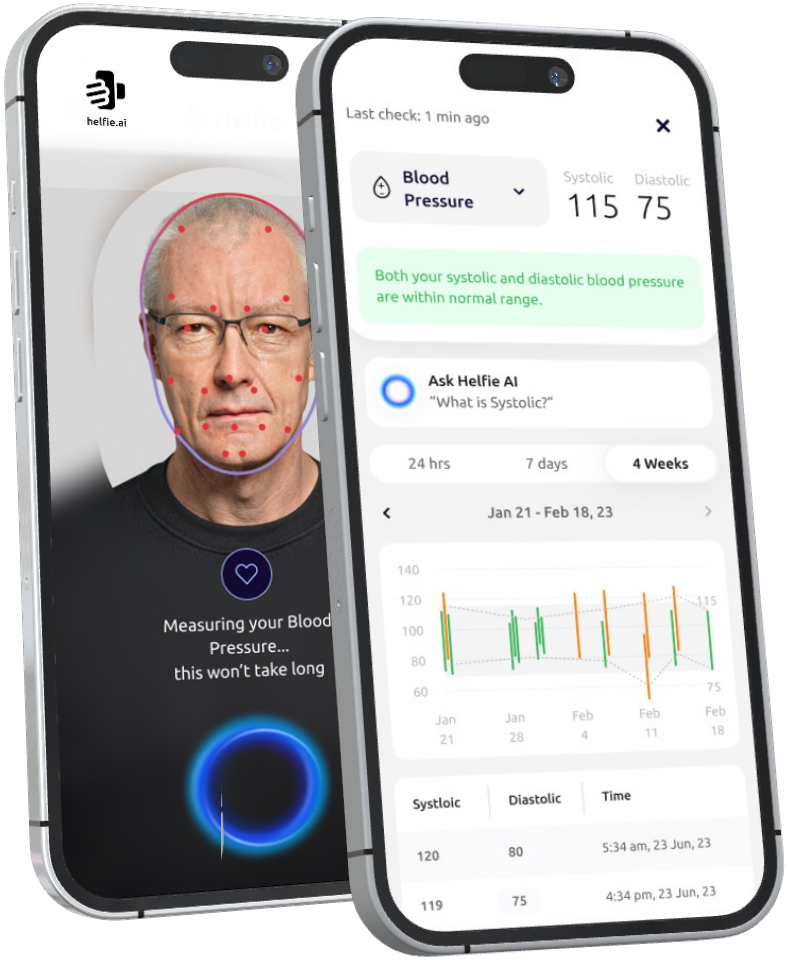
Stress. Scan & know.

Helfie AI measures your physiological indicators of stress.



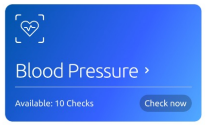
Easy:	Just scan your face
Instant:	AI result for stress in <45 seconds
AI Accuracy:	80%
Cost:	TBC

Health Stat: 51% of adults who felt stressed reported feeling depressed, and 61% reported feeling anxious. f the people who said they had felt stress at some point in their lives, 16% had self-harmed, and 32% said they had had suicidal thoughts and feelings.



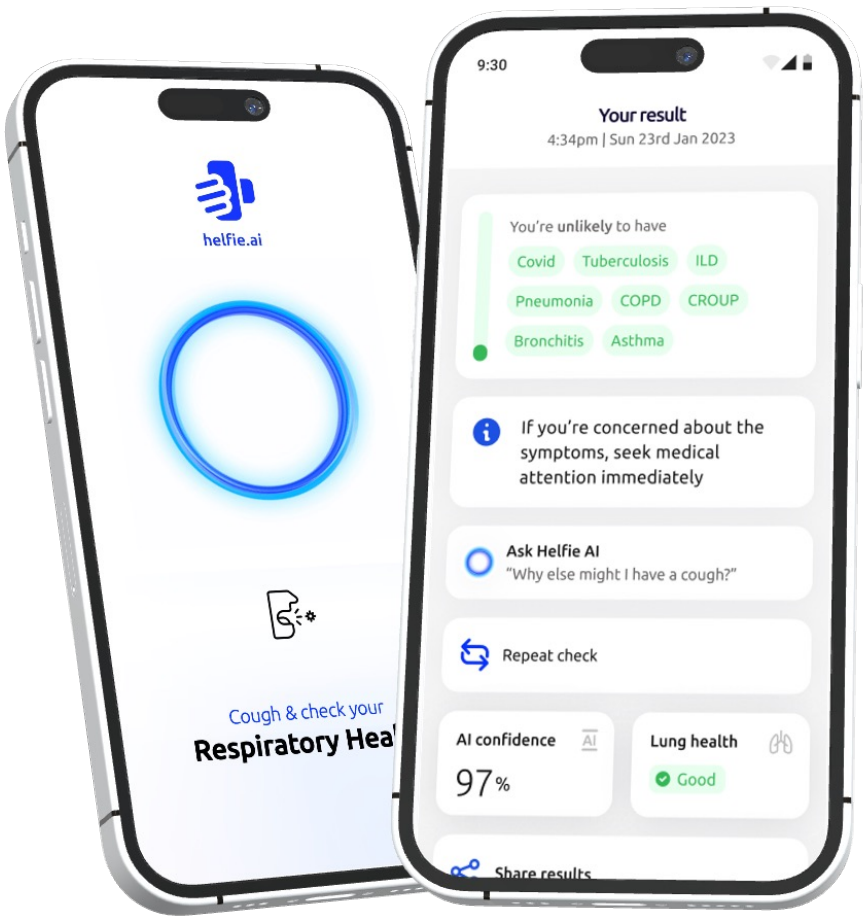
Blood Pressure Scan & know.

Checking, reading, monitoring and analysing your blood pressure has never been this easy, convenient or affordable.



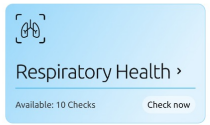
Easy:	Just scan your face using your mobile
Instant:	AI result for Blood Pressure in 45 seconds
AI Accuracy:	+ / - SBP: 10 mmHg, + / - DBP: 6 mmHg
Cost:	x15 Helfie AI BP Readings – USD 10, AUD 15, GBP 10, EURO10, Africa (85% subsidy), Helfie Tokens. Enterprise & Government pricing - POA

Health Stat: 1.2b adults worldwide aged 30-79 years have hypertension – the major cause of premature deaths worldwide.



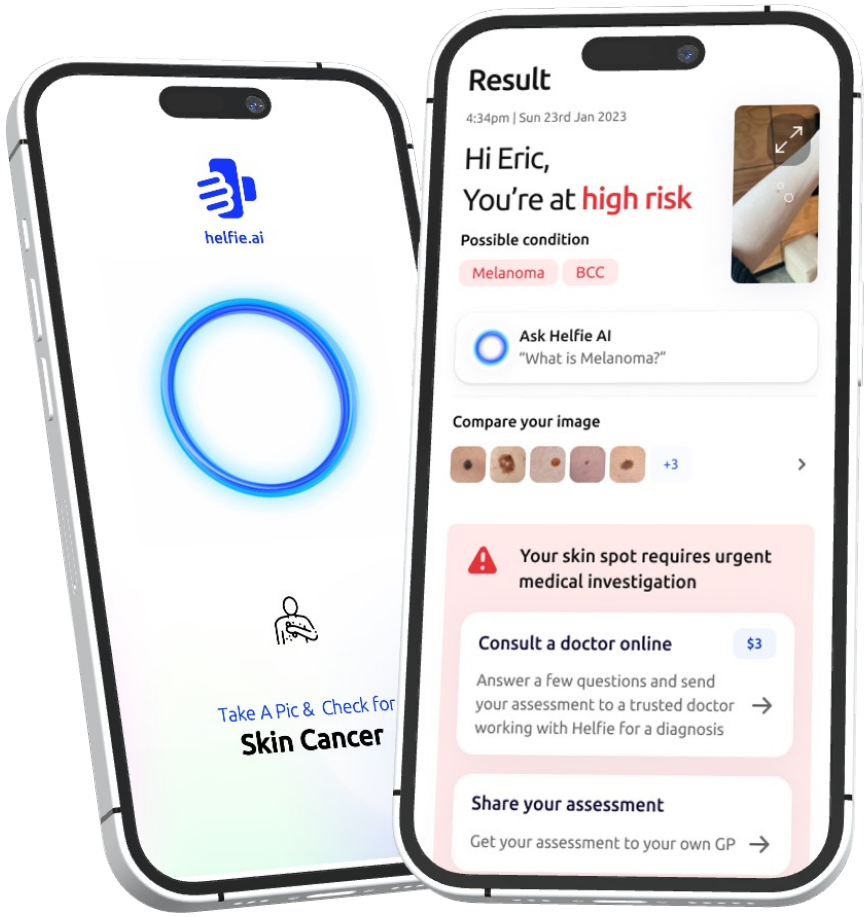
Cough & check all respiratory conditions, at once.

Check in case there's something sinister lurking behind a cough.



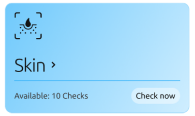
Covid-19 | Tuberculosis | Pneumonia | Interstitial Lung Disease - ILD | Bronchitis | Asthma | Chronic Obstructive Pulmonary Disease - COPD | Croup | Lung Health | Lung Volume | Black Lung

Health Stat: 10% of all human deaths are attributed to respiratory conditions. COPD alone is a major cause of disability & fourth leading cause of death in the US.



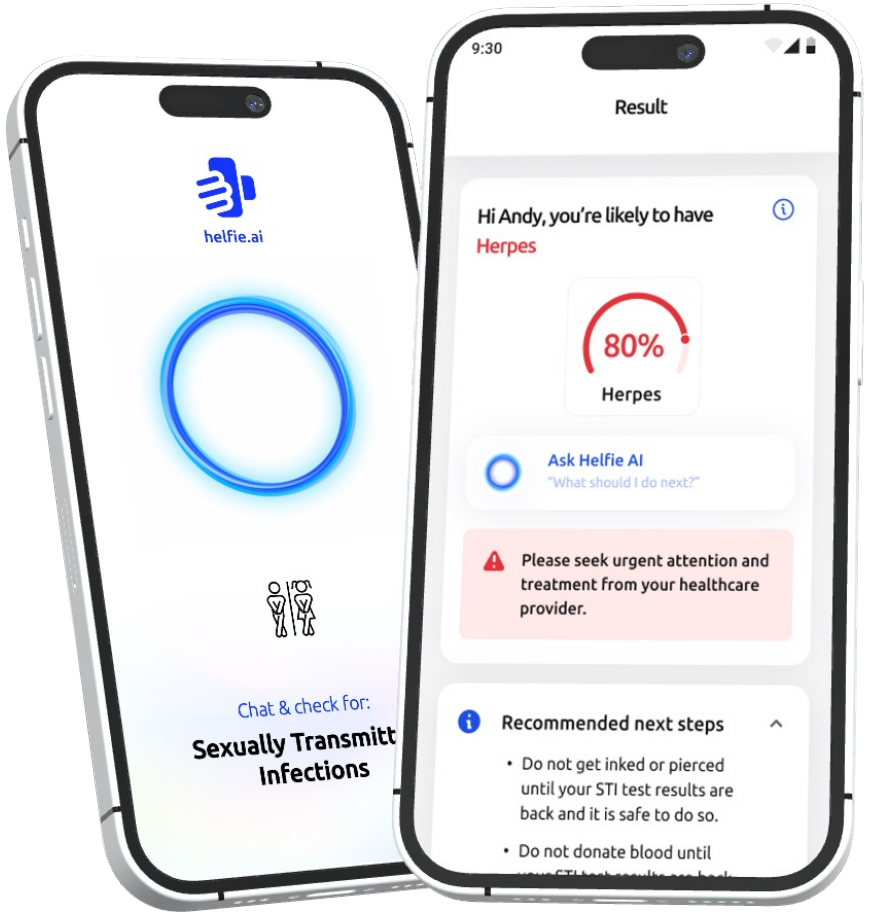
Skin Cancer. Take a picture.

Any time you're worried about a mark on your skin, just take a picture and know, instantly



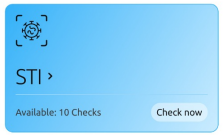
Easy:	Just take a picture of a mole(s)
Instant:	AI result for Skin Cancer in 5 seconds
AI Accuracy:	90%
Cost:	x5 Helfie AI Checks - USD2.50, AUD 3.50, GBP 2, EUR 2, Africa (85% subsidy), Helfie Tokens. Enterprise & Government pricing - POA

Health Stat: Skin Cancer is a growing epidemic - 1 person dies every four minutes..


helfie.ai
Chat & check for:
Sexually Transmitt
Infections
9:30
Result
Hi Andy, you're likely to have
Herpes
80%
Herpes
Ask Helfie AI
"What should I do next?"
Please seek urgent attention and treatment from your healthcare provider.
Recommended next steps
• Do not get inked or pierced until your STI test results are back and it is safe to do so.
• Do not donate blood until

Sexually Transmitted Infections (STIs).

Chat with Helfie AI and know if you have contracted a STI and which one you may have.

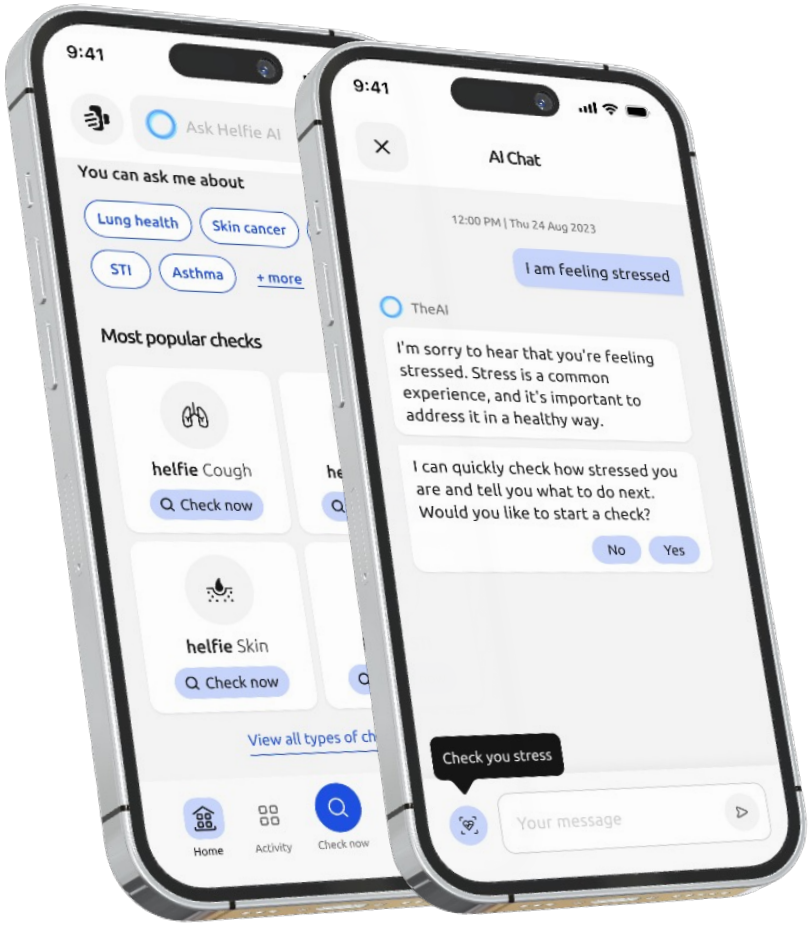


Syphilis | Warts | Urethritis | Molluscum | Urethritis gogo | Urethritis | Herpes
Balanitis | UTI | + | Warts | UTI | PID | Molluscum | Candidiasis
Herpes | BV | Cervicitis | Herpes | UTI Cystitis | +

Easy: Just answer questions from Helfie AI
Instant: AI result in 1 minute
AI Accuracy: 95% for STI (% for likely condition)

Cost: Single AI STI screening – USD5, AUD6, GBP4, EUR4, Africa (85% subsidy), Helfie Tokens. Enterprise & Government pricing - POA

Health Stat: 1 million sexually transmitted infections (STI's) are acquired each day. The leading cause of blindness in the world is from a STI .



Helfie AI Chat (Contextual)

Helfie AI Chat/Search allows users to explore any potential health conditions that a Helfie AI check has identified, analyse AI results & more.

Better

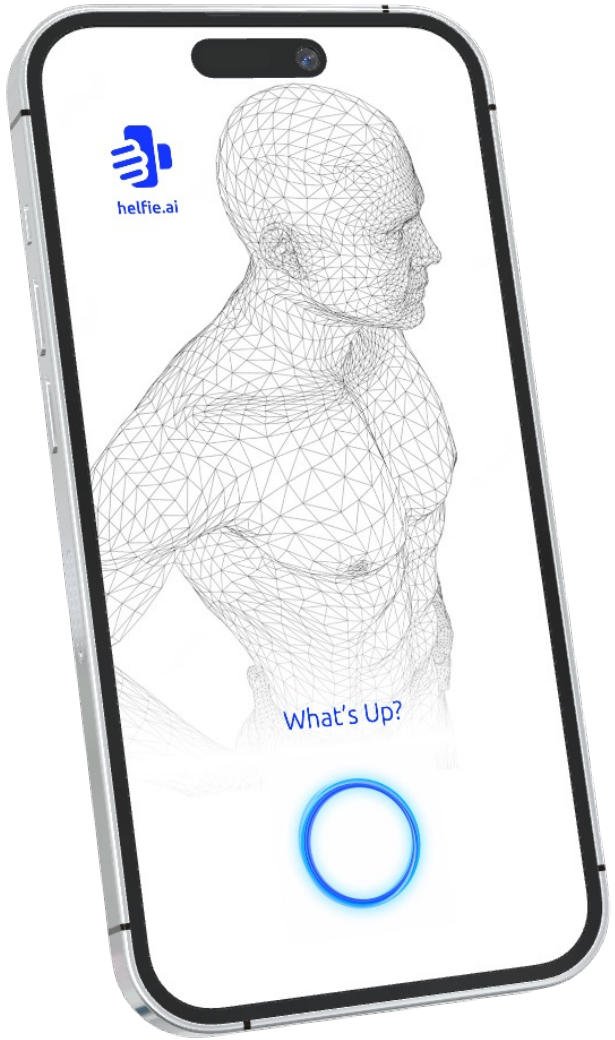
In contrast to conventional search engines and general purpose AI, Helfie AI employs a sophisticated language model that excels in context awareness and precision.

Smarter

It furnishes users with information and responses that are intricately aligned with both the AI-generated Helfie results and the distinctive requirements and inquiries of the user. It's get smarter as you interact.

Private

And anything you do, say, ask about is 100% private – no search or conversation is shares with anyone. It's like your own, private health AI.

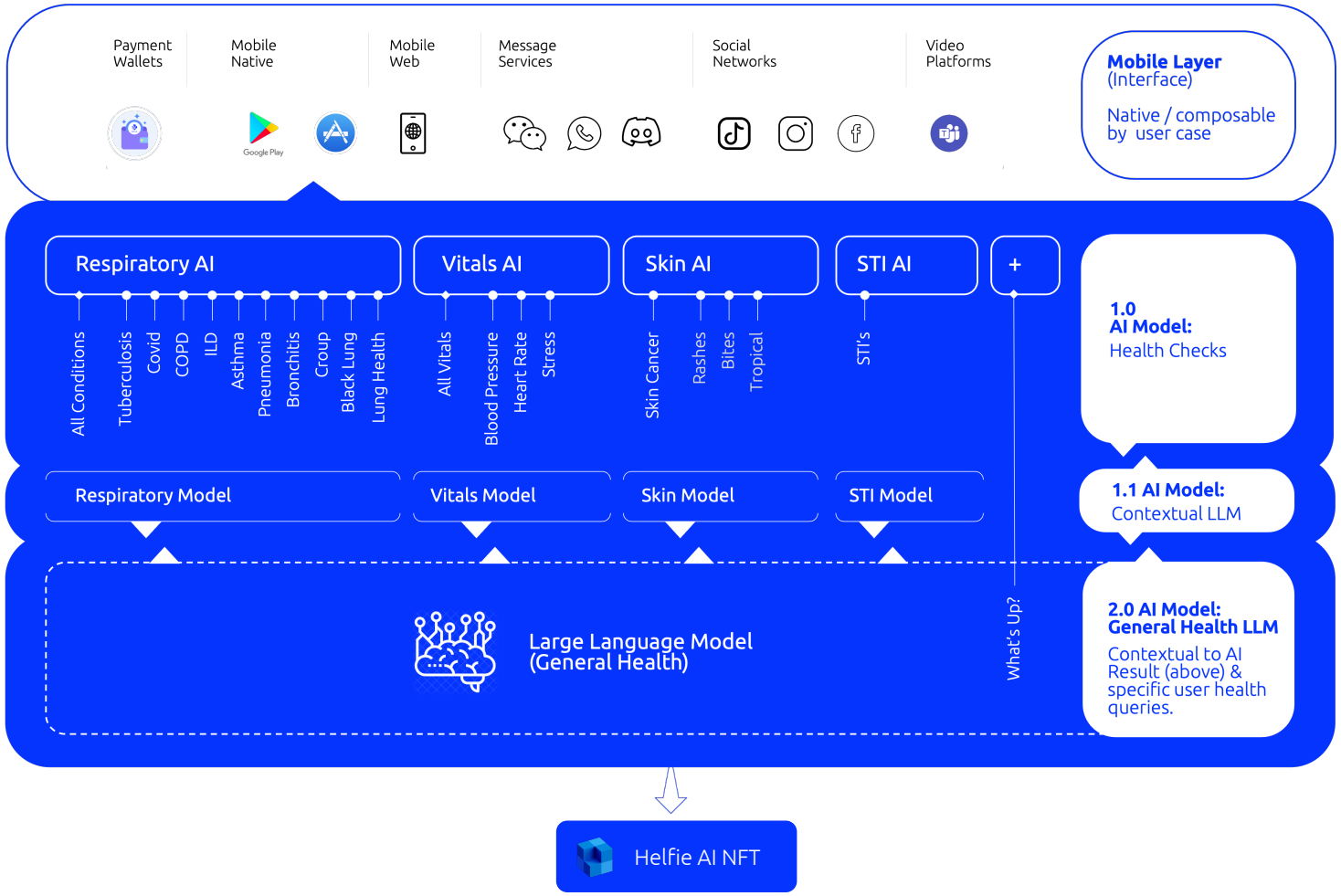


Helfie AI will check for +80% of all human health conditions, via mobile, within years.

Unlocking access to preventative health for billions of people around the world has the potential to profoundly impact people's lives.

Helfie AI Stack

First AI ecosystem of its type in the world – where an individual health context informs & drives the AI models.



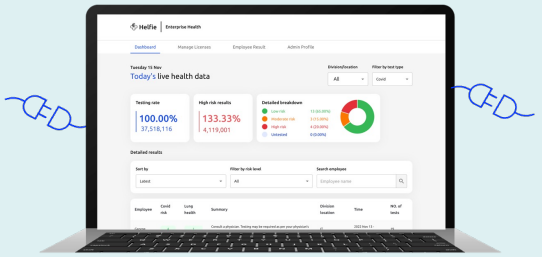
- Composable to any interface layer.
- Accurate, condition specific AI Health Models.
- Contextual Language Model specific to health conditions.
- Large Language Model that is both contextual to an AI assessment / and general as required by the user.

Entire model learns from every check, every health chat, query and interaction to provide highly personalized, accurate health information and results.

Networked. Helfie AI makes easy for healthcare, government and businesses to benefit from population wide preventative health.

helfie.ai/diagnostics

Doctors, Clinics, Hospitals, Healthcare providers and health companies can easily plug into the Helfie ecosystem and provide: diagnostic products and services, provide AI checks to their own patients, communities and customers, integrate Helfie data to their patient records, create new products and services for patients, improve operational efficiencies through triage, and more.



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Corporations, NGOs. Governments and Public Health bodies configure and design AI checks for their population or communities, issue Helfie AI checks, monitor health results in real time, set actions, take action in real time, connect actions to health programs, policies, healthcare and medical services - and more.

Helfie AI is deploying its capabilities, at scale, across the globe.

70+
Corporates

Sectors:
Healthcare, Telco, Pharma, Retail, Industrial, Mining

Markets:
Africa, UK, EU

5
Govt'

Countries:
Denmark, Poland, Ukraine, South Africa, Tanzania

20
NGO's

Markets:
Africa

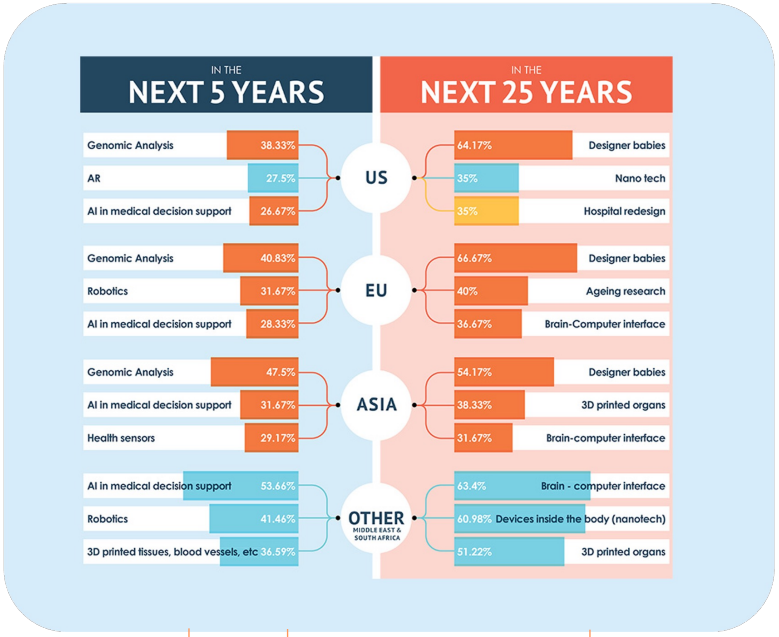
Conditions:
TB, STI

250
Million

Access to ¼ billion customers over the next 12-24 months.

Markets:
Europe – 30m
Africa – 150m
China – 25m

For people who can access healthcare, the future is bright.



Of the $ billions invested quarterly in (digital) health, most of it is for improving (re-plumbing) the existing system – shifting profits.

Whilst innovative, little of it fundamentally changes scale or access to health.

And supply pressure is making the health system more expensive, less accessible.

For everyone else, a new, ambitious vision is required.

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One that disrupts access.
Introduces software like “scale” to healthcare.
That serves all 8 billions humans, and healthcare, better.

Preventative health is ground zero for a true transformation of healthcare.

Few companies are solving this problem as the scale, and in the way helfie.ai is.

For commercial and partnership opportunities, product information, investment interest, general queries, or to share any thoughts, suggestions, feel free to contact Nilu, Nik or George on the following:

George Tomeski
Founder & CEO

e: george@helfie.ai
m. +61 484 344 058

Nilu Padmasekara
Co-Founder & CIO

e: nilu@helfie.ai
m. +61 435 208 452

Nikhil Sehgal
CTO

e: nikhil@helfie.ai
m. +44 7966 713 652